

Kansas Healthy Campus Project

Targeted Health Strategies for University and College
Campuses in Kansas



Our Vision – Healthier Kansans living in safe and sustainable environments.

- Tobacco industry focuses efforts on Young Adults
- Healthy behavior patterns are learned
- Career and life decisions are made



Why Strategies Are Needed



- Policies vary from campus to campus
- All State Universities and Colleges do not allow smoking inside the buildings
- Often allow smoking a certain distance from entrances (5-50 feet)

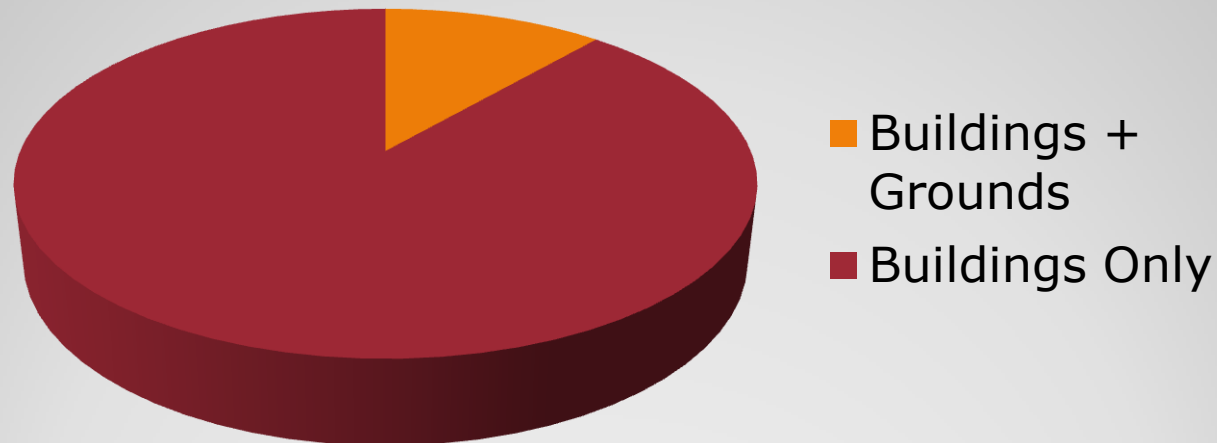


Kansas Campuses



- Four Colleges/Universities out of 35 surveyed in Kansas responded that **all** facilities and grounds are smoke-free.

Campuses with Tobacco Free Grounds Policies



Kansas Campuses



- Phase I
 - Establish Statewide Advisory Board
- Phase II
 - Select Pilot Site for Implementation
- Phase III
 - Implement Kansas Healthy Campus Project through Clubs and Organizations

Plan of Action





PHASE I

Our Vision – Healthier Kansans living in safe and sustainable environments.



- Former TASK Members from all areas of Kansas
- Decide direction of prevention activities throughout the state
- Develop tobacco prevention media materials for the young adult college age audience
- Focus and connect activities throughout the state

Statewide Advisory Council





Phase II

Our Vision – Healthier Kansans living in safe and sustainable environments.



- Statewide Advisory Board selects pilot site for Kansas Healthy Campus Project
- Implement through BACCHUS and GAMMA organizations to disseminate information
- Work with student groups to incorporate healthy living concepts into activities
- Promote smoke-free events and activities

Pilot Site





PHASE III

Our Vision – Healthier Kansans living in safe and sustainable environments.



- Network with Student Advisors, Professors, Deans, and Students to implement system changes that support healthy lifestyle
- Provide an on-line networking forum to allow access to statewide events and information as well as highlight and connect individuals with their own campus

Implementation





- Recruit local college students for the Statewide Advisory Board
- Coordinate efforts with prevention groups on campus
- Work with students to pass a comprehensive tobacco free campus policy

Opportunities for Counties



- Sororities/Fraternities
- Health Groups/Clubs
- Student Government Association
- Honor Society Clubs
- Degree Specific Clubs
- Journalism
- Collegiate/Intramural Sports
- And the list goes on...

Groups



- Allen County Community College – Data collection
 - Contacted Student Activities Council (SAC) to send out bulk email notices
 - Utilized SurveyMonkey



Example of Data Collection





- Kansas University Quitline Promotion
 - Used KDHE media services to create student centered ads
 - Ads placed in university newspaper

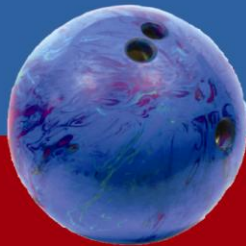
Example of Quitline Promotion



The average smoker
spends about \$150
a month on cigarettes.

**That's almost \$2,000 a
year!**

With that money you and
your friends could roll...



730 games
at Jaybowl.

If you're tired of paying the price
of smoking, Kansas Tobacco Quitline
counselors are ready to help you quit.

KanQuit!

1-800-QUIT-NOW (784-8669)

KANSAS TOBACCO USE PREVENTION PROGRAM

The average smoker
spends about \$150
a month on cigarettes.

**That's almost \$2,000 a
year!**

With that money you
could buy your favorite
gigantic gourmet
burritos...



260 times.

If you're tired of paying the price
of smoking, Kansas Tobacco Quitline
counselors are ready to help you quit.

KanQuit!

1-800-QUIT-NOW (784-8669)

KANSAS TOBACCO USE PREVENTION PROGRAM



Formaldehyde belongs in
your **Biology Lab**.

Methanol belongs in the
antifreeze in **KU buses**.

Acetic Acid belongs in
floor wipes to clean up a
spill at **the Union**.



**All three were
in your last cigarette.**

If you're ready to quit smoking,
Kansas Tobacco Quitline
counselors are ready to help you quit.

KanQuit!
1-800-QUIT-NOW (784-8669)
KANSAS TOBACCO USE PREVENTION PROGRAM

- Ads were created with assistance from KDHE for Douglas County Health Department
- Ads were placed in the University Newspaper to target the young adult audience



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References

